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UNCLAS SECTION 01 OF 02 TAIPEI 000073

SENSITIVE  
SIPDIS

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EEB/TPP/ABT FOR MARCELLA SZYMANSKI AND JACK BOBO  
STATE PASS USTR/ERIC ALTBACH AND JARED RAGLAND  
USDA FAS FOR OSTA - Mike Henney and Melissa Clarkson  
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TAGS: [EAGR](#) [ETRD](#) [KPAO](#) [OEXC](#) [OIIP](#) [SENV](#) [TBIO](#) [TW](#)  
SUBJECT: Taiwan Biotech: 2009 Outreach Proposals

Ref: 08 STATE 129940

11. (U) This is an action request. See paragraphs 6, 7, and 12.

Background  
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12. (SBU) Taiwan is the U.S.'s sixth-largest agricultural export market. In 2007, the United States exported more than USD 3.2 billion of agricultural, fish and forest products to Taiwan, half of which was biotech products. Although most Taiwan consumers are unaware of how many biotech agricultural products they use daily, public polling shows most Taiwan people are comfortable consuming biotech products.

13. (SBU) However, ongoing public concern over melamine-tainted imports from the PRC has made the Taiwan public more concerned about food safety issues, and has undermined public faith in Taiwan's food safety authorities. The melamine scandal exposed flaws in Taiwan's risk communication and risk management capabilities, which may hamper both further public further acceptance of biotech products, and local biotech commercialization initiatives.

14. (SBU) AIT believes Taiwan has the potential to become one of the world's early adopters, commercializers, and exporters of biotechnology. Taiwan has committed significant resources to domestic biotechnology research, and has also shown regional leadership by developing a biotechnology training course for government officials and regulators from across Southeast Asia that was co-sponsored by AIT, National Taiwan University, the Council of Agriculture, and several regional agriculture institutes.

15. (SBU) A biotech-friendly Taiwan would serve as a showcase to other emerging markets of the potential benefits of biotechnology in agriculture, while also avoiding costly disruptions to Taiwan of imports of U.S. biotech products.

16. (SBU) To help achieve this goal, post would like to use USD 30,200 of funds available under the 2009 EB Biotechnology Outreach Strategy to improve the Taiwan authorities' risk management and risk communication capabilities, and increase awareness of the benefits of developing a stronger biotech industry among Taiwan's key policy-makers, scientists, agricultural producers, and general public.

Program One: Risk Communication Strategies  
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17. (U) Proposal: Co-sponsor with local research institutes and universities a two-day seminar covering effective strategies for biotech risk-communication and risk-management, plus three days of

on-island visitor programming.

¶8. (U) Cost: USD 15,100. Including:

--No cost for the seminar venue, which we could hold at the AIT/PAS American Culture Center (ACC) or other co-sponsoring entity facilities.

--No extra cost for seminar lunch and refreshments, which would be covered by the co-sponsor.

--USD 1500 for interpretation services for seminar and other activities.

--USD 500 for publications and small commemorative gift, such as pens or mugs, which usually cost about USD five per set. Such gifts are customary in Taiwan, and not giving out some small commemorative item to the attendees would be unusual.

--USD 13,100 for one speaker from the U.S., which includes USD 10,000 for one business-class airline ticket, USD 150 for a materials allowance, USD 1200 for USD 200 honorarium per day for six days, USD 140 for on-island travel, and \$1610 for six days of lodging and MI&E.

¶9. (SBU) The target audiences: 20-30 agricultural researchers at key universities and institutes; 10-20 key policymakers at the Department of Health and the Council of Agriculture; 10 participants from regional agriculture institutions; and local health officials.

¶10. (SBU) Specific ag biotech issues to be addressed: Proven risk communication and risk management strategies concerning future

TAIPEI 00000073 002 OF 002

biotech events from the U.S. FDA and CODEX perspective; positive outlook for future growth of Taiwan's indigenous biotech research industry; benefits of biotech products for Taiwan's food producers; benefits of low-pesticide biotech products for Taiwan's environment and public health; benefits of agricultural biotechnology and the adoption and development of biotechnology in other countries; helping Taiwan researchers and regulators improve the commercialization of research.

¶11. (SBU) U.S. policy objectives: Our overall effort is focused on giving Taiwan a stake in risk-based biotechnology regulation and thereby reducing the likelihood of trade disruptions due to concerns about biotechnology. Encouraging Taiwan to commercialize some of its promising biotech research may ensure Taiwan's active support of biotechnology in the WTO and other fora.

Program Two: Economic Growth and Opportunity

¶12. (U) Proposal: Co-sponsor with a local pro-growth economic organization a one-day seminar on the importance of biotech to Taiwan's future economic growth and global leadership, plus four days of related on-island visitor programming.

¶13. (U) Cost: USD 15,100. Including:

--No cost for the seminar venue, which we could hold at the AIT/PAS American Culture Center (ACC) or other co-sponsoring entity facilities.

--No extra cost for seminar lunch and refreshments, which would be covered by the co-sponsor.

--USD 1500 for interpretation services for seminar and other activities.

--USD 500 for publications and small commemorative gift, such as pens or mugs, which usually cost about USD five per set. Such gifts are customary in Taiwan, and not giving out some small commemorative item to the attendees would be unusual.

--USD 13,100 for one speaker from the U.S., which includes USD

10,000 for one business-class airline ticket, USD 150 for a materials allowance, USD 1200 for USD 200 honorarium per day for six days, USD 140 for on-island travel, and \$1610 for six days of lodging and MI&E.

¶14. (SBU) The target audiences: Broad audiences of business leaders, local business groups, agricultural researchers at key universities and institutes, food-safety regulation experts, local and mid-level government officials, agricultural associations, influential scientists, university students, the general public, and the media sector.

¶15. (SBU) Specific ag biotech issues to be addressed: Proven risk communication and risk management strategies concerning future biotech events from the U.S. FDA and CODEX perspective; positive outlook for future growth of Taiwan's indigenous biotech research industry; benefits of biotech products for Taiwan's food producers; benefits of low-pesticide biotech products for Taiwan's environment and public health; benefits of agricultural biotechnology and the adoption and development of biotechnology in other countries; helping Taiwan researchers and regulators improve the commercialization of research.

¶16. (SBU) U.S. policy objectives: Our overall effort is focused on giving Taiwan a stake in risk-based biotechnology regulation and thereby reducing the likelihood of trade disruptions due to concerns about biotechnology. Encouraging Taiwan to commercialize some of its promising biotech research may ensure Taiwan's active support of biotechnology in the WTO and other fora.

Post POCs

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¶17. (U) Post responsible officers and contact information: Economic Officer Matthew O'Connor (o'connorme@state.gov), FAS Officer Chris Frederick (Chris.Ferederick@fas.usda.gov), and Cultural Affairs Officer Scott Robinson (RobinsonSA@state.gov).

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